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STUDY OF CONSUMER ATTITUDES TOWARDS GREEN COSMETIC PRODUCTS AND ITS IMPACT ON CONSUMER PURCHASE INTENTION

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ABSTARCT

Consumers have translated their environmental concerns into actively demanding and purchasing green products. The cosmetics industry could not be excluded from this driving trend towards green products. As a result of the growing number of green consumers, marketers are targeting the green market segment. Most of the companies in the personal care products sector are changing into organic ingredients to win these environmentally conscious consumers. However, a limited research attention has been given on this product category within Sri Lanka. Therefore, the purpose of this study is to investigate the attitudes of customers towards green cosmetics and its impact of consumer purchase intention. The data was analyzed using descriptive analysis, Pearson correlation analysis & regression analysis. A deductive approach was employed to construct the conceptual framework and accordingly hypotheses were formed. Survey method was followed for the data enumeration using a self-administrated questionnaire. The results revealed that majority of the respondents consider health consciousness, self -image & green product attributes as most influential factors for the purchase intention. Further majority of consumers have positive attitudes towards green cosmetics products. This would be a favorable sign for the green cosmetic producers and suppliers in Sri Lanka.

Keywords: Attitudes towards green cosmetics, Consumer purchase intention, Cosmetic industry, Green consumers, Green marketing